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# The 65th iCeMS SEMINAR

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**Mon 6 December 2010**  
**15:00–16:00**

**Telling the World Who We Are,  
Where We Are, and What We Do:  
the Challenge of Giving Global Visibility  
to New Research Institutions**

Lecturer: **David Lundberg, PhD**  
Director, Global Partnership Program  
California NanoSystems Institute (CNSI)  
University of California, Los Angeles (UCLA)

Venue: 2nd floor Seminar Room (#A207)  
Main Building, iCeMS Complex 1, Kyoto University

The focus of this presentation is on the steps necessary to generate international awareness of newly founded research institutes. First, I discuss different forms of printed and electronic publicity and how their content can be shaped to suit the interests of different audiences — scientists, politicians, general public, etc. Second, I touch on the essential role played by faculty and administrators and the occasional obstacles to working with them created by the hierarchy of the academic world. Third, I describe the importance of having personal, one on one contacts with foreign institutions — establishing a “human face” for an abstract institute. Fourth, I show how small academic meetings (workshops, seminars, symposia) contribute to the creation of international linkages. Finally, I list the factors needed for successful partnerships and collaborations combining this with a discussion of Memoranda of Understanding (MoU) and their value in raising international visibility.

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**Hosted by:** iCeMS (Institute for Integrated Cell-Material Sciences), Kyoto University

